



WHEN YOUR

Dream House

COMES TRUE

H. H. ROBERTSON COMPANY
PITTSBURGH, PA.

A new kind of Floor

**THAT MAKES YOUR HOME STRONGER,
SAFER, MORE PLEASANT TO LIVE IN**

YOUR new home represents an important investment . . . perhaps the most important single investment you may ever make to achieve happier, more comfortable living through the years. You desire to spend the dollars you have dedicated to your dream house in the wisest, most productive way. To do so, every detail, every material, every separate member and unit which goes into that house deserves your most careful attention.

In particular, the floors of your home merit serious consideration. By floors, we don't mean the random oak, or the wood block, or the linoleum, or the tile which covers the floors. These are merely surfaces. Under them, under any surface finish you may select for any room, lies the truly fundamental part of the floor . . . the part which determines your floor's strength, safety, quietness, adaptability and other vital qualities. It is this unseen construction, this under-the-surface, basic structural member, which we mean when we say "floor".

Your floors should, therefore, be thoroughly modern and practical . . . and completely worthy of the rest of your house. On them, you spend a large part of your life. They are especially important to the success of the

NOTE HOW MUCH THINNER the Robertson Floor is than ordinary floor construction. No unsightly joists and beams to mar the appearance of your basement. No wasted space. But a compact, strong floor to which any type of floor surfacing may be readily applied.





A BASEMENT FIRE-STOP is formed by this good-looking, incombustible steel ceiling. Because most residential fires start in the basement, and because the Robertson Floor confines such fires to the basement far better than ordinary flooring, your home is a safer home when it has this new kind of floor.

house you build. They can make it or mar it. They can even prove the difference between a mere shelter and a true home.

Today, there is a new and better floor available for your use than home builders have ever had before. It's quite unlike any other floor you have ever seen. It combines, in one type of construction, all the advantages and good, practical qualities possessed by all other constructions together. It is the most scientific, the strongest, the best floor you can imagine . . . and yet it is easily within the reach of even the most modest building budget. It's a floor calculated to improve the strength, safety and livability of the millionaire's mansion . . . and yet it comes within the price range of the small home owner.

This new floor is called the Robertson Steel Floor.

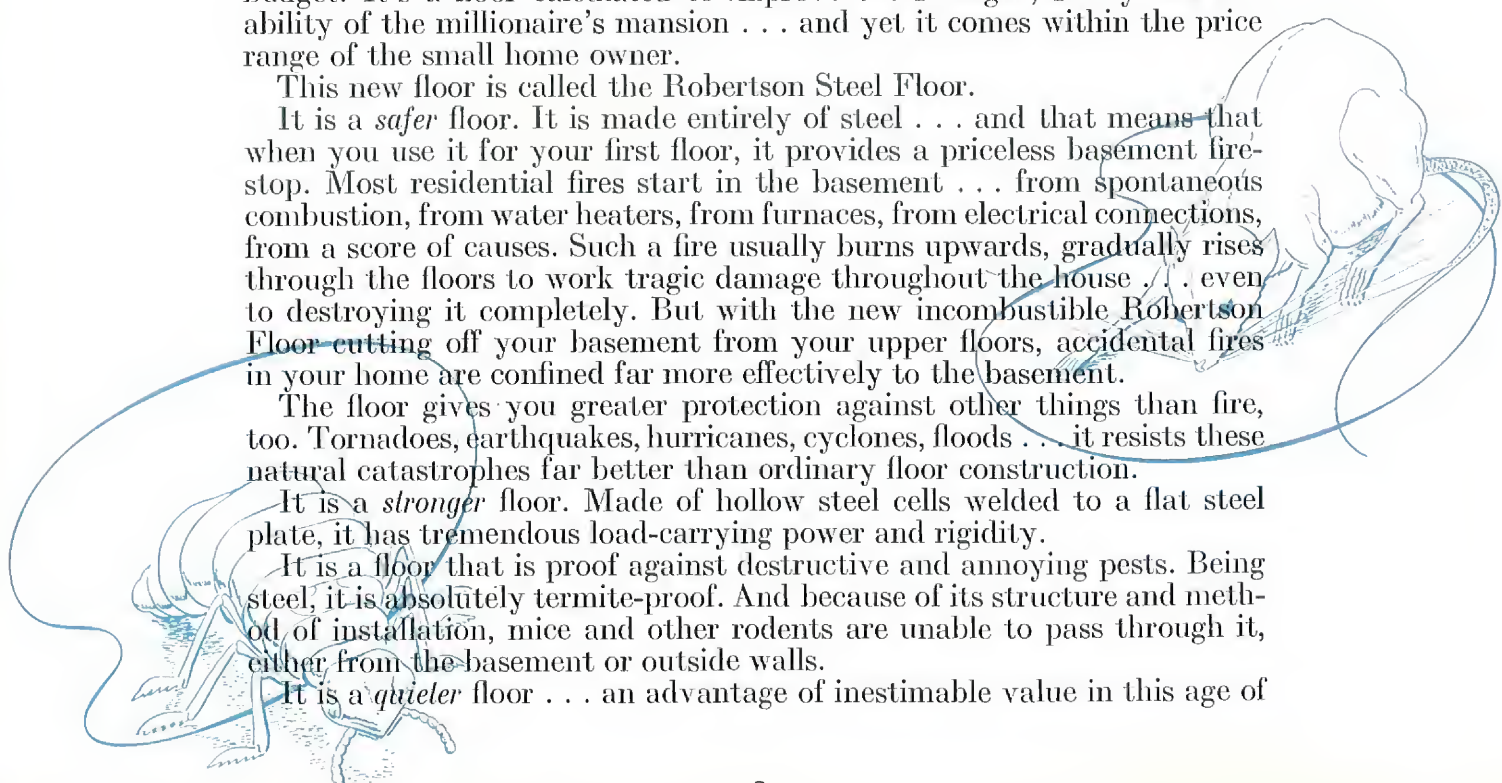
It is a *safer* floor. It is made entirely of steel . . . and that means that when you use it for your first floor, it provides a priceless basement fire-stop. Most residential fires start in the basement . . . from spontaneous combustion, from water heaters, from furnaces, from electrical connections, from a score of causes. Such a fire usually burns upwards, gradually rises through the floors to work tragic damage throughout the house . . . even to destroying it completely. But with the new incombustible Robertson Floor cutting off your basement from your upper floors, accidental fires in your home are confined far more effectively to the basement.

The floor gives you greater protection against other things than fire, too. Tornadoes, earthquakes, hurricanes, cyclones, floods . . . it resists these natural catastrophes far better than ordinary floor construction.

It is a *stronger* floor. Made of hollow steel cells welded to a flat steel plate, it has tremendous load-carrying power and rigidity.

It is a floor that is proof against destructive and annoying pests. Being steel, it is absolutely termite-proof. And because of its structure and method of installation, mice and other rodents are unable to pass through it, either from the basement or outside walls.

It is a *quieter* floor . . . an advantage of inestimable value in this age of



QUIETNESS is one of the great advantages of the Robertson Floor. Sounds cannot penetrate through it so readily to the floors above and below. Dancing feet, for example, merely show what a strong, sturdy quiet floor it is.

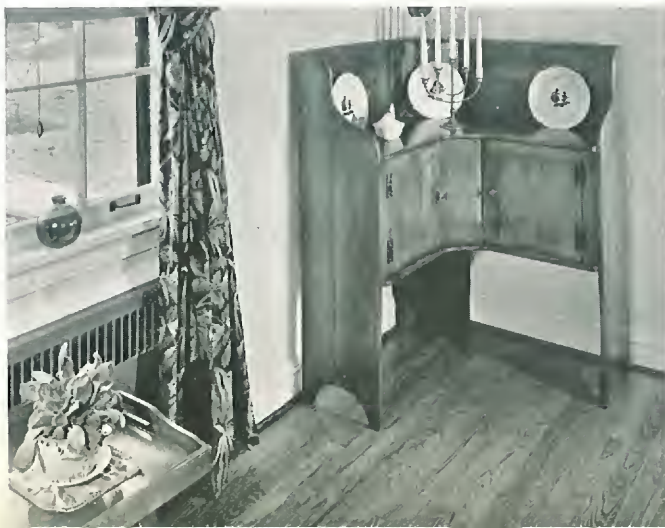


noise and strenuous living. It is so solid, rigid and strong that it does not creak. It is so expertly designed that noise does not so readily penetrate through it to the floors above or below. The shouts of the ping-pong players in your basement game-room don't shatter the quiet of your living room above. Dancing feet do not suggest the idea that the floors and house will collapse at any minute. The sound-deadening ability of the Robertson Floor makes your home more livable, a pleasanter place in every way.

It is a more *adaptable* floor. It lends itself easily and helpfully to the installation of heating and air conditioning ducts, plumbing pipes, etc., combining with them to make a neat, attractive job. The hollow steel cells of the floor may be used as raceways for the distribution of wiring and sometimes as cold air returns for the heating system. Once laid, an inexpensive fill of gravel, slag or concrete is used between the floor cells, leveled off, and then your floor is ready for the application of any surface finish you select.

It is a *better-looking* floor. It does away for good and all with the unsightly, dirt-catching, wood-joist ribbed ceiling of your basement, substi-

(Left) Any type of floor surface desired may be easily applied to the Robertson Floor. Here is a room with a wood strip surface finish.



(Right) An example of linoleum flooring, as it looks when applied over the Robertson Steel Floor.





THE FLAT CEILING formed by the underside of the Robertson Floor means space and height saving in the basement . . . permits your cellar to be used for a game-and rumpus-room for the family.

tuting in its stead a flat, clean, neat ceiling of steel, which you can plaster, or paint, or leave just as it comes from the factory . . . enameled in corrosion-resistant, good-looking black. This flat ceiling means space and height saving in the cellar, permits more satisfactory use of the basement for a rumpus-room, for a bar, for almost any purpose you can think of. And in connection with its ability to save height, the Robertson Floor also means savings in basement excavation, in wall height, with collateral money savings in masonry, stairsteps, pipes, ducts, etc.

In a few words, here is a residential floor that has everything you want your floor to have. All the qualities which go to make it just the right floor for your dream house. And every advantage it offers is a *permanent* advantage . . . operating for your greater safety, comfort and pleasure for the entire life of your house. It's a floor that will give you the finest kind of satisfaction through the years . . . yet a floor well within your reach, financially.

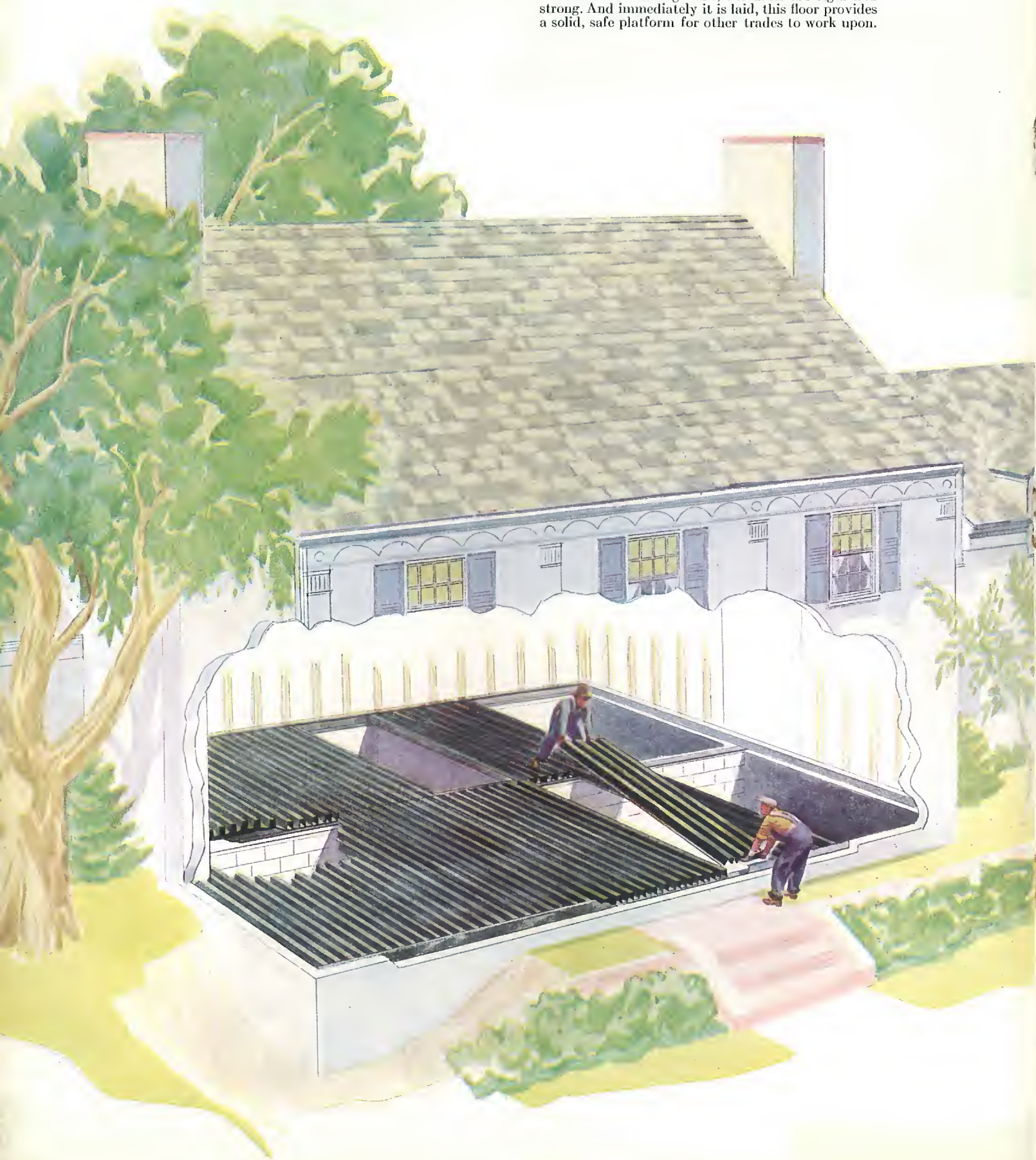
When your dream house comes true . . . remember the Robertson Steel Floor!



(Left) A beautiful wood block floor surface is applied easily and with complete success over the sturdy foundation of the Robertson Steel Floor.

(Right) Terrazzo in the modern manner, like that shown here, is another attractive floor-finish possibility.

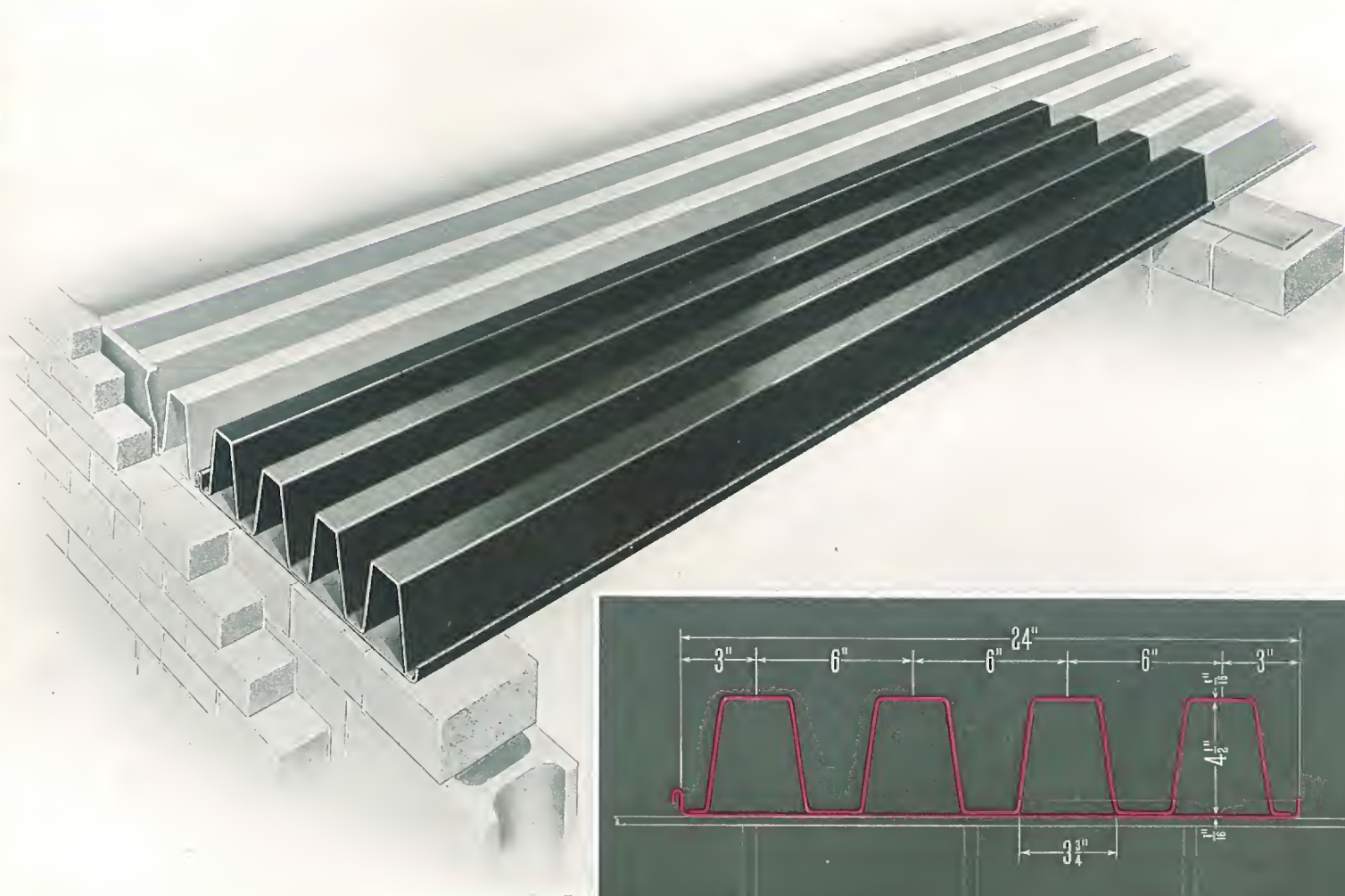
THIS WILL GIVE YOU some idea of what a simple, easily-installed construction the Robertson Floor is. Two men can lay the units quickly. Spanning from outer walls to bearing walls, the units are rigid and strong. And immediately it is laid, this floor provides a solid, safe platform for other trades to work upon.



A SIMPLE TYPE OF CONSTRUCTION...

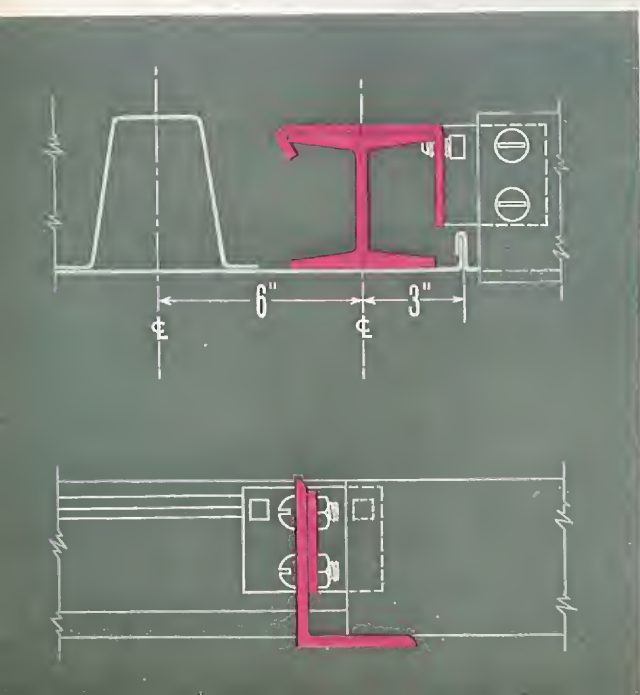
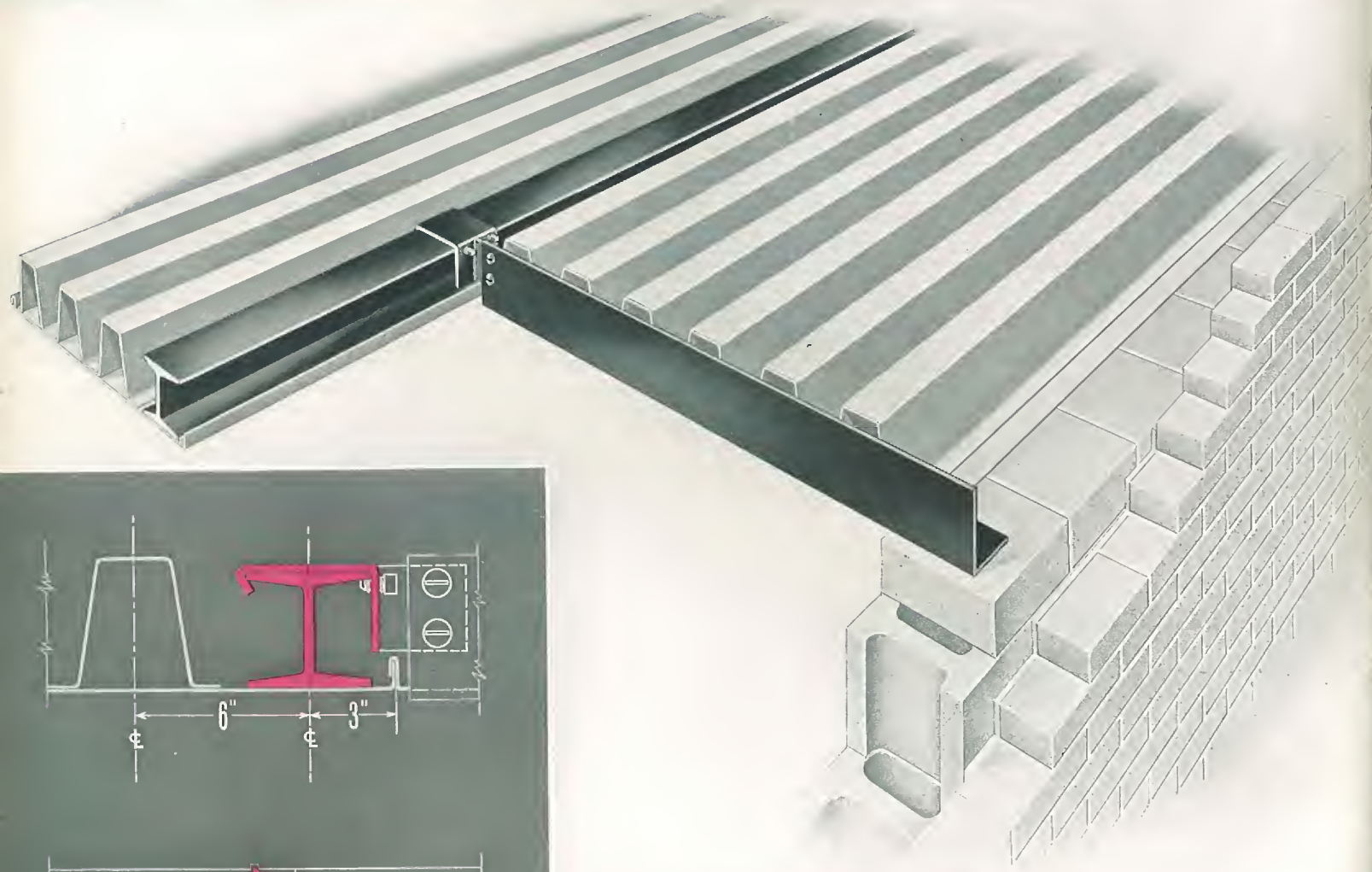
Easily and quickly installed

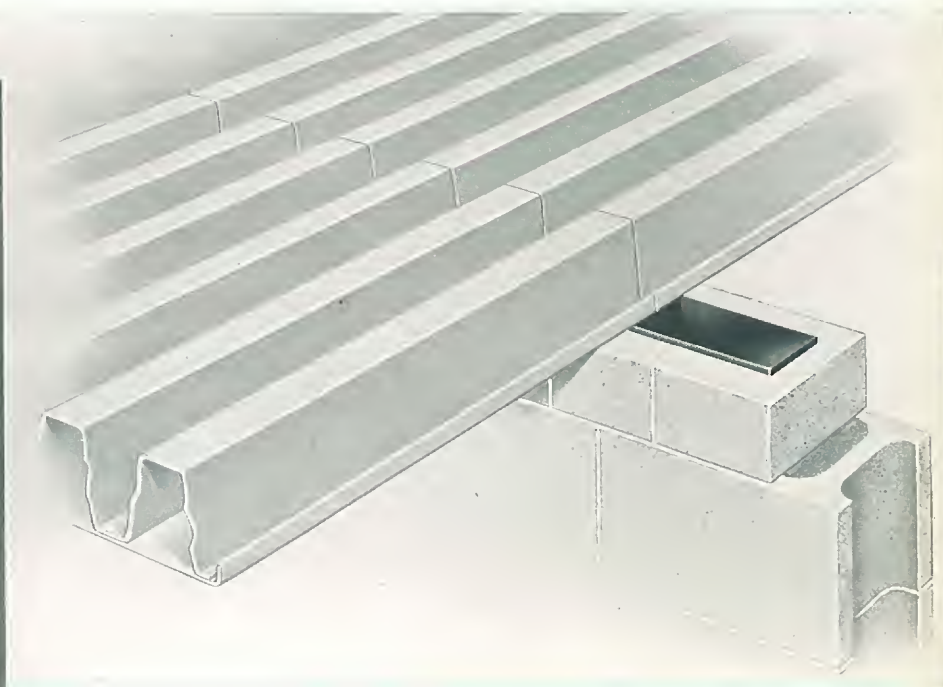
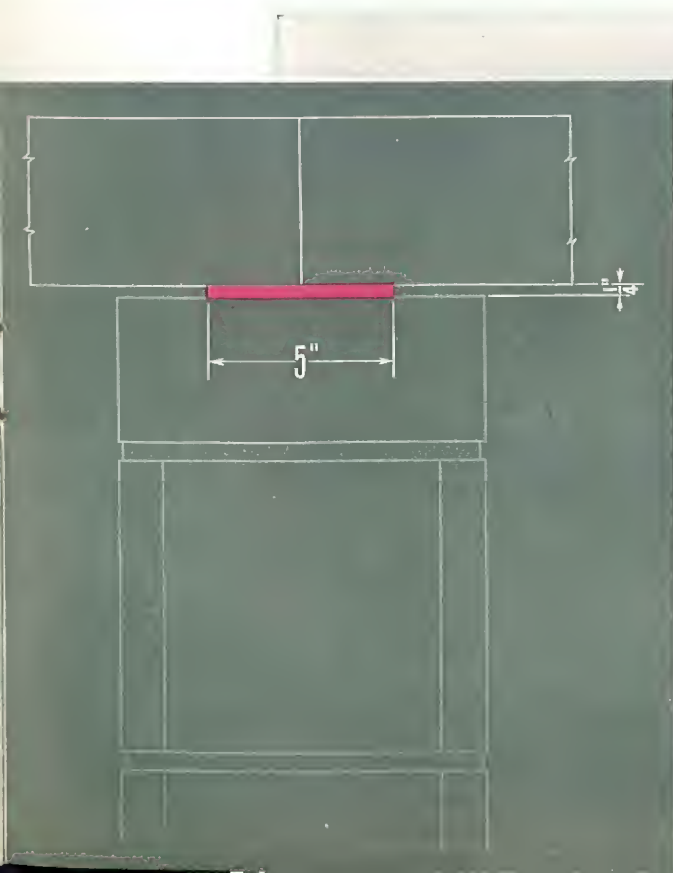
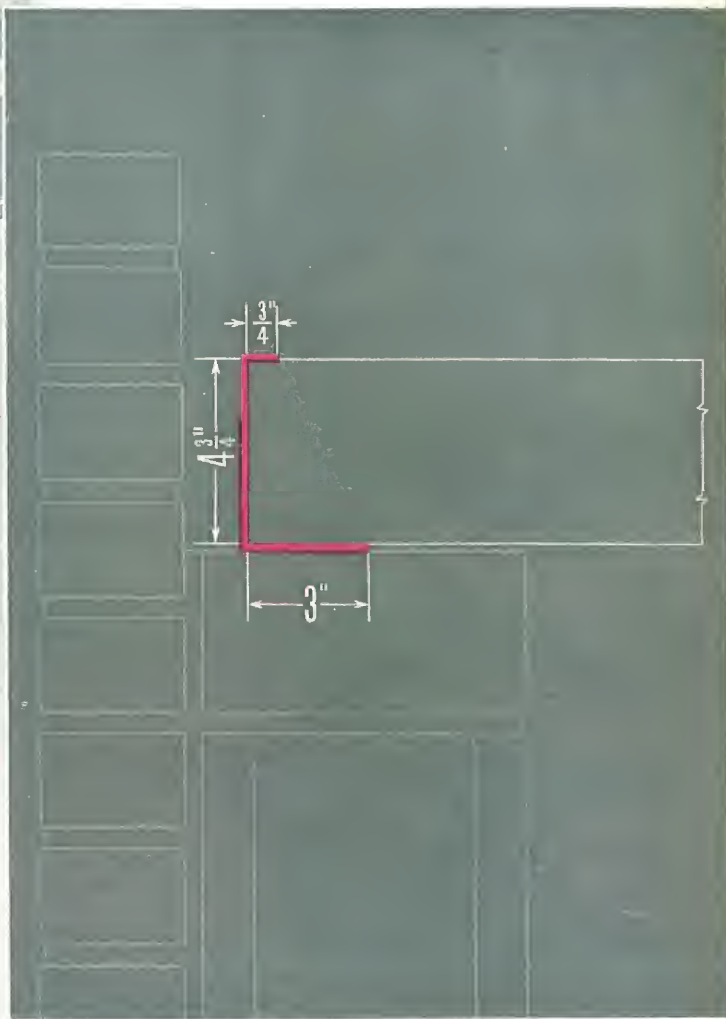
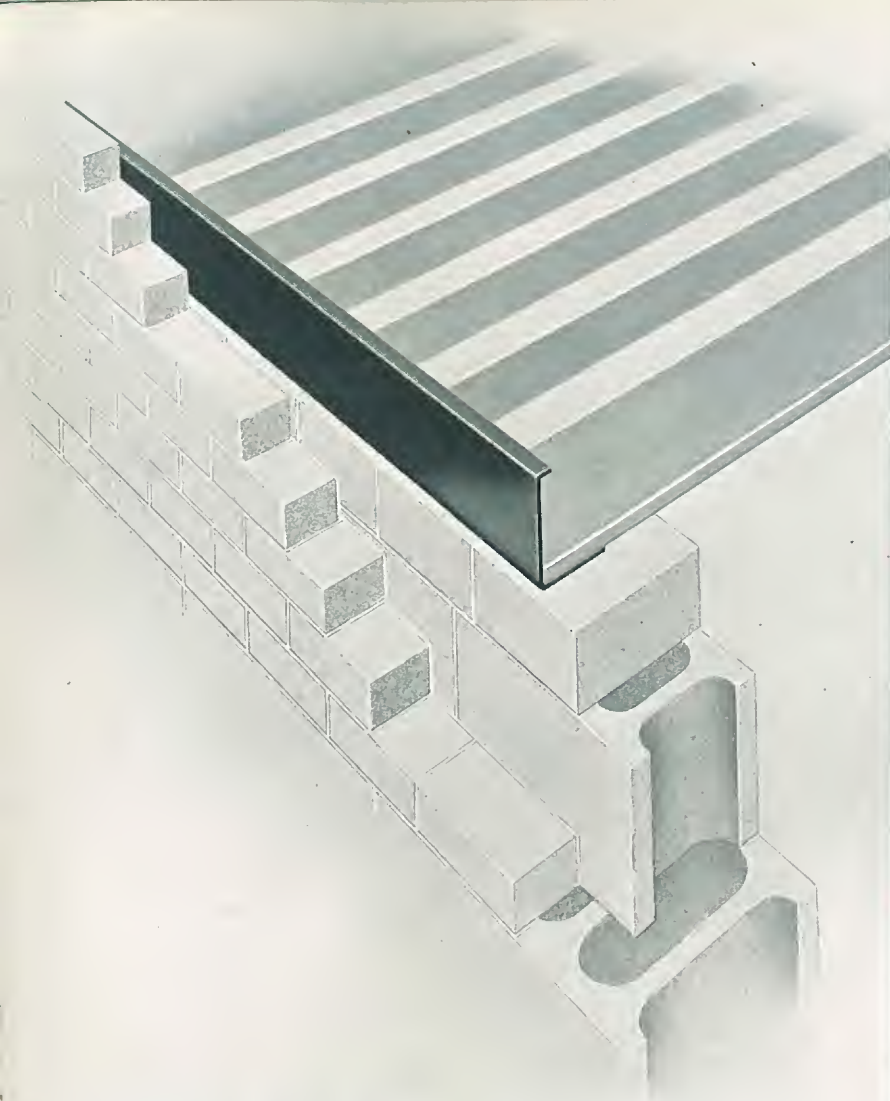
THE essence of this new floor for your home is simplicity. There's nothing complicated about it, nothing mysterious or hard for you to visualize. It consists . . . for any home . . . of only five simple units. (1) The actual floor units themselves. Each one is two feet wide and four and five-eighth inches deep. Their length depends upon your specific house design, and their strength is sufficient for all spans up to eighteen feet without intermediate structural support. (2) A unit, similar in every respect to the regular floor unit, except that one outside cell is replaced by a strong H-Beam. This unit forms one side of your stairwell opening.



(3) A simple, adjustable and easily installed stairwell framing angle to suit your particular type of stairwell opening. (4) An end closing unit, shaped like an "L" to fit around the open ends of the floor cells on your outside bearing walls. (5) A flat steel plate called a bearing plate, which rests upon the inside bearing wall, and upon which butting ends of floor units are carried. An examination of the cutaway drawing on page 6, and of the detail drawings shown on pages 7, 8 and 9, will make these units and their uses quite clear.

Thus, the Robertson Steel Floor is a prefabricated floor . . . tailor-made in the Robertson factory for your specific house. All units are numbered for position, can be installed quickly and easily the moment they are delivered to the job. Two men can handle the units, laying them in place with almost uncanny speed, usually less than a single working day. Weather makes absolutely no difference . . . Robertson Floors can be laid as well in winter as in summer. And immediately a floor of this new kind is down, other trades may work upon it, thus speeding up and facilitating general construction.







PENNSYLVANIA

FLORIDA



DELAWARE



The ideal floor

**... FOR HOMES OF EVERY ARCHITECTURAL
STYLE ... IN EVERY CLIMATE**

THIS new type of floor construction has proved its superiority. You need take nothing about it on faith. For there are installations of it in houses throughout the country . . . of every type and design . . . where it is yielding owners a new kind of floor satisfaction. The homes shown on these pages represent but a few of the many in which the Robertson Floor has been used. And the millions of square feet of it which have been employed in office buildings, department stores, theatres, factories, banks, warehouses and hospitals throughout the country have proved it to be a valuable contribution to modern building practice.

NEW YORK



CALIFORNIA





ATTRACTIVE PORCH ROOFS . . . this is just one of many uses to which the new Robertson Floor may be put. The wire feeding the ceiling light fixture is led directly through the hollow cells of the floor.

A MODERN GOOD-LOOKING CEILING is obtained in this living room with unusual ease by merely painting the underside of the Robertson Steel Floor with a plastic paint. Plaster also may be applied to this steel ceiling.

HIGHER RESALE VALUE

SOMEDAY it is conceivable that circumstances, or a desire for larger quarters, may cause you to put up your dream house for sale. If that time comes, you will find your home a better investment if it contains a Robertson Steel Floor. For buyers like the sound of the term "steel floor" . . . they know it means greater fire safety, greater permanency, greater strength and solidity . . . and probable savings in insurance rates. You will, therefore, find the resale value of your house higher than if it contained ordinary floor construction.



DETACHED GARAGES, TOO, OFFER A PRACTICAL USE FOR ROBERTSON STEEL FLOOR. Here the Robertson units have been used for the garage roof, flat side down. The roof surface is formed by merely filling the spaces between the upturned floor cells with a loose fill, and then applying a waterproofing surface.

